

# Fashion Calendar 1948

ISSUE  
06  
NOV. 22

## JANUARY

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## NOVEMBER

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## DECEMBER

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# FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 19, 1948</u>			
Just Opened	OPENING OF SHOP FOR SKI FASHIONS Opening of ski shop, including functional ski clothes, accessories, and after-ski fashions. Publicity: Jean Saville, WI. 7-7000, Ext. 521.	JAMES MCCREERY	4TH FLOOR
Now Showing	SPRING COLLECTION DESIGNED BY MOYEN Spring Collection, designed by Moyen for Jack Herzog, will be shown at 10:30 A.M., 1:00 P.M., 4:00 P.M. daily. Contact: LO. 5-0525.	JACK HERZOG & BROS.	530 SEVENTH AVENUE SHOWROOM
Beginning Friday Nov. 19 10:00 A.M.	OPENING OF SPRING COLLECTION Presentation of Spring Coats and Suits by Monte-Sano & Pruzan on Friday Nov. 19 at 10:00 A.M.; Monday, Nov. 22, at 10:00 A.M.; Tuesday, Nov. 23, at 10:30 A.M. By appointment. Contact: LU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Friday Nov. 19; Nov. 22 10:30 A.M.; 2:30 P.M.	OPENING OF SPRING COLLECTION Trigere's Spring Collection will be presented at 10:30 A.M. and 2:30 P.M. on Friday, Nov. 19, and Monday, Nov. 22. By appointment only. Contact: Robert Trigere, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SALON
Friday Nov. 19 11:00 A.M.	PRESS SHOWING OF SPRING COLLECTION Preview of Fira Benenson's wholesale Spring Collection for magazine and syndicate press. By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SALON
Cancelled Nov. 19	THE JAECKEL FASHION SHOW FEATURING JEANNE TETE "AFTER DARK HATS", SCHEDULED FOR FRIDAY, NOV. 19, AT 5:45 P.M., HAS BEEN CANCELLED.		

## WEEK BEGINNING MONDAY, NOVEMBER 22, 1948

Monday Nov. 22 1:00 P.M. Luncheon	"EVENING IN MANHATTAN" LUNCHEON SHOW Russeks will present a collection of cocktail and dinner fashions keyed to evenings in New York. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Monday Nov. 22 2:00 P.M.- 4:00 P.M.	PREVIEW: CONTEMPORARY AMERICAN FABRICS "American Textiles '48" -- A loan exhibition of over 185 contemporary American fabrics, with practically every textile fiber, both natural and man-made, represented by sample pieces which are three yards long -- featuring fine woollens, silks, rayons, velveteens and new synthetics. Open to public, Nov. 24 - Jan. 9. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AT 82ND STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 22 4:30 P.M.	PRESS PREVIEW OF RESORT FASHIONS Lord & Taylor will present their Resort Fashions, showing designs by Brigrance, in addition to highlights from the collections of other designers. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	BIRD CAGE 5TH FLOOR
Monday Nov. 22 7:30 P.M.- 9:30 P.M.	EIGHTH SESSION: FASHION TRAINING COURSE Subject: "Publicity" -- Fabric Manufacturer, Store, Free-lance. Speakers: Adelia B. Ellis, Forstmann Woolen Co.; Helen Kauper, Saks Fifth Avenue; Ann R. Silver, Ann R. Silver Associates. Price for each lecture: \$2.00. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
Monday Nov. 22- Nov. 27	EXHIBITION OF FIRST THANKSGIVING COSTUMES Early American fashions traditionally associated with Priscilla, from the Traphagen museum collection. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Nov. 22	SPRING MARKET WEEK IN MONTREAL, CANADA.		
Postponed Nov. 23	THE ALEX MAGUY PRESS PREVIEW OF PARIS ORIGINALS, ORIGINALLY SCHEDULED FOR NOV. 23, HAS BEEN POSTPONED TO FRIDAY, DEC. 3, AT 9:30 A.M. (See Pg.6)		
Tuesday Nov. 23 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING Annual meeting of The Fashion Group with the following guest speakers: Millicent Fenwick, associate editor of Vogue and author of Vogue's Book of Etiquette, discussing "More than Manners"; and Emily Kimbrough, lecturer and author of the book, "It Gives Me Great Pleasure", whose subject will be "The Pleasure Is Not All Mine". Chmn. of Program Committee: Gertrude Bailey. Price (incl. tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday Nov. 23 1:00 P.M. Luncheon	FURS AND MILLINERY AT LUNCHEON SHOW "Fashions for Christmas Wear and Giving", a collection of furs (by Aronowicz) and hats (by Cesar Rubio) in the holiday mood. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	HOUSE OF ARONOWICZ; CESAR RUBIO HATS	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Nov. 23 3:30 P.M.- 6:00 P.M. Cocktails	INTRODUCTION OF CALIFORNIA DESIGNER Saks Fifth Avenue will introduce Marusia, California designer, presenting her Resort and Advance Spring Collection for the first time in New York, at a cocktail party for the press. Marusia's husband, Don Wilson, famous radio personality, will be master of ceremonies. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	EL MOROCCO 154 EAST 54TH STREET
Tuesday Nov. 23 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION "Fashions On The Wing" - Bellociano will present a press preview of new coats and suits for Spring. One of these suits (the winner's choice) will be awarded as door prize to the holder of a lucky number. Attendance by invitation only. Publicity: Harvey Stein, LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Nov. 23	OPENING OF SPRING COLLECTION Presentation of Philip Mangone's Spring Collection at 10:30 A.M. and 2:30 P.M. daily. Contact: PE. 6-2204.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 23 8:30 P.M.	LECTURE ON FASHION PUBLICITY Mrs. Ida F. Miller of Forth Miller Associates will be guest lecturer at Dr. Benjamin Fine's course, "Principles and Techniques of Publicity". She will discuss the philosophy of fashion, the media used in fashion publicity and the way each medium is handled. Single lecture fee:\$2.40 (including tax). New School Publicity: Agnes deLima, GR. 7-8464.	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH STREET
Wednesday Nov. 24 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Showing of resort fashions by Carolyn Schnurer, available at Best & Co., Bonwit Teller, Lord & Taylor, Peck & Peck, Saks 5th Ave. Shoes from Capezio; bags from Lujean; perfume from Roger & Gallet. Press by invita- tion. Public by reservation; contact: "Francois", Cotillion Room head- waiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Nov. 24	NO LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (THANKSGIVING WEEK).		
Nov. 25	THANKSGIVING DAY (Thursday).		

#### CHRISTMAS ACTIVITIES IN LOCAL STORES

Now Going On	CLOWNS AS ASSISTANTS TO SANTA CLAUS Two clowns will assist Santa Claus in distributing books and crayons to the children. For the twenty-fourth year, the Sue Hastings Marionettes will perform in the Fulton Street windows. Publicity: Jean Lee, TR.5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR
Now Going On	SANTA CLAUS ON VELVET THRONE Santa Claus is surrounded by red and green velvet and there is a ferris wheel in the background as part of the Toy Fair. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	6TH FLOOR
Now Going On	"ROUNDUP LOUNGE" FOR XMAS SHOPPERS The "Roundup Lounge" on the 4th floor will again be converted into a Christmas gift shop. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	4TH FLOOR
Now Going On	DAILY LUNCHEONS WITH SANTA CLAUS Santa will have lunch with the children each day until Christmas, dis- cussing their special Xmas desires. Luncheon at 11:00 A.M. (\$1.50 for mother and child). By reservation only. The Toy Fair on the 2nd floor will feature a ride on a "rocket express". Price, 9¢. Publicity: Constance Bray, Mitchell 2-8000, Ext. 392. (Newark).	KRESGE-NEWARK 715 BROAD STREET	7TH FLOOR

(Continued)



DATEWHAT'S GOING ONGIVEN BYWHERECHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)

Now Going On	TOY CIRCUS AND SANTA CLAUS The toy department will be arranged like a circus and "Kiddie Kandid" pictures (price \$1.00) of the children will be taken with Santa Claus. Publicity: Jean Saville, WI. 7-7000.	JAMES McCREERY & CO.	6TH FLOOR
Now Going On	"A TRIP TO ESKIMO LAND" -- XMAS SHOW Macy's wonderland for children with the color and wintry atmosphere of the North Pole including a dog sled and a team of four real huskies. Santa will be on the 7th floor. Publ.: Helen Law, CH. 4-2000, Ext. 2554.	MACY'S NEW YORK	5TH FLOOR
Now Going On	GIFTS FOR CHILDREN AND SPECIAL MOVIES Santa Claus will present gift packages (15¢) to the children. There will be miniature train rides (12¢), midget movies (5¢) and "Jolly Pete" the clown. Publicity: Pauline Green, TR. 5-5700.	NAMM'S BROOKLYN	4TH FLOOR
Now Going On	GIFT COUNSELORS TO AID SHOPPERS Once again, Saks Fifth Avenue will have fifteen gift counsellors to aid Christmas shoppers. They will wear green and gold rosettes on their blouses so they may be recognized. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	6TH FLOOR
Thursday Nov. 25 10:00 A.M.- 11:30 A.M.	TWENTY-SECOND ANNUAL CHRISTMAS PARADE Macy's annual Thanksgiving Day Parade will start at 10:00 A.M. at 77th St. and Central Park West, going down Central Park West to Columbus Circle, then along Broadway to Macy's, arriving at the store at 11:15 A.M. There will be six helium inflated balloons and seventeen floats, with Santa Claus bringing up the rear on a sled drawn by a prancing reindeer. He will officially unveil Macy's mechanical Christmas windows. Publicity: John von Arnold, CH. 4-2000, Ext. 2618.	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
Friday Nov. 26	"721 STAG CLUB" FOR MALE SHOPPERS Bonwit Teller's Stag Club (of about 30 girls), will assist men in selecting Christmas gifts for women. Publicity: Carolyn Haight, EL. 5-6800.	BONWIT TELLER	2ND FLOOR
Friday Nov. 26	SANTA CLAUS ARRIVES AT GIMBELS Gimbels will offer a merry-go-round ride for 30¢ (already operating), and Santa will present each child with a surprise package. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR
Friday Nov. 26	OPENING OF CHRISTMAS TOY DEPARTMENT Santa Claus will be seated on a throne and will present each child with a special balloon. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH ST.	2ND FLOOR

Nov. 29      SPRING FASHION WEEK IN TORONTO, CANADA.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 29 2:00 P.M.	POPULAR PRICE SHOE FASHION SHOW Fashion Clinic and Style Show of the Popular Price Shoe Show of America, the official volume show sponsored by the Nat'l. Ass'n. of Shoe Chain Stores and the New England Shoe and Leather Ass'n. during Market Week, Nov. 29 - Dec. 2. Fashion director: Ann R. Silver, MU. 7-8654. Co-managers: Edward Atkins and Maxwell Field, MU. 2-8705.	SHOE CHAIN STORES; SHOE & LEATHER ASSN.	HOTEL COMMODORE GRAND BALLROOM
Monday Nov. 29 8:30 P.M.	OPENING: METROPOLITAN OPERA SEASON Grand opening of the 1948-49 Metropolitan Opera, the 64th Season. Opening opera is Verdi's "Otello". Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH STREET
Monday Nov. 29- Dec. 3	NATION-WIDE CROCHET CONTEST EXHIBIT Twenty-five hundred first prize winning crocheted pieces from fairs through the country, in New York for final judging in the Nation-Wide Crochet Contest, will be exhibited to the public, Tuesday, Nov. 30 through Thursday, Dec. 2, from 10:00 A.M. to 9:00 P.M.; Friday, Dec. 3, from 10:00 A.M. to 12:00 Noon. Admission 25¢. Press Party, Monday, Nov. 29, from 4:00 P.M. to 7:00 P.M., by invitation only. Publicity: George Pounder, National Needlecraft Bureau, Inc., LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	HOTEL McALPIN WINTER GARDEN
Tuesday Nov. 30 1:00 P.M. Luncheon	CHRISTMAS GIFTS AND CHRISTMAS JEWELS Black, Starr & Gorham will present "the ultimate" in Christmas gifts and Christmas jewels from the most simple to the most fabulous. Gowns from Fira Benenson. Press by invitation. Public by reservation; contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Publicity for Black, Starr & Gorham: John Willim, PL. 7-8100. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	BLACK, STARR & GORHAM	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 30 5:00 P.M. Cocktails	PRESS PREVIEW OF MIDSEASON MILLINERY Showing of Midseason and early Spring Millinery for the press. Attendance by invitation only. Publicity: Rosamond Hanscom, TE. 8-8000.	JEANETTE - HILDEGARD	724 FIFTH AVENUE SALON (SUITE 1001)
Wednesday Dec. 1 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Milgrim will present a luncheon showing of custom-made fashion for Holiday wear. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday Dec. 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Resort and early Spring millinery by Paulyne Holt will be presented during luncheon. Furs by Dein-Bacher. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	PAULYNE HOLT (328 PARK AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 1 5:00 P.M.- 6:30 P.M. Cocktails	HANDKNIT BABY THINGS BY BLIND WORKERS Lighthouse Craftshop Christmas Party, introducing new Xmas gifts and featuring pink, blue and white baby clothes, in "Wonderized" yarn, hand-knit by blind workers. By invitation. Publ. Louise Kintner, VO. 5-2200.	LIGHTHOUSE CRAFTSHOP	111 EAST 59TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 2 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW "Hats Around The Clock"--a showing of Holiday and Resort millinery by Roger Arden. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. del Arden Publicity: Muriel Francis, PL. 9-5693. Hotel Plaza Fashion Publ.: Mary Alice Rice, PL. 9-3000.	HOUSE OF del ARDEN (225 EAST 51ST ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 2 2:30 P.M.	"SOUTH TO THE SUN"-- CRUISE FASHIONS Gimbels will present "South To The Sun"--a fashion show of dresses, suits, coats and sportswear at the opening of their cruise shop. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Thursday Dec. 2 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF NYLON FABRICS TO PRESS Preview of exciting new sheer Du Pont nylon fabrics designed by William Winkler, at a "Dansant Party" for the press. (Note change of date.) Contact: Vera Milow, promotion director for William Winkler, WI. 7-4613. Fashion Show Publicity: Rosemary Sheehan, CI. 7-8060.	WILLIAM WINKLER FABRICS (BLUE RIDGE TEXTILE CO.)	RITZ-CARLTON HOTEL CRYSTAL GARDEN
Friday Dec. 3 9:30 A.M. Breakfast	PRESS PREVIEW OF PARIS FASHIONS Presentation by Alex Maguy of Paris, showing coats, suits and rainwear. (Note change of date.) Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ALEX MAGUY - PARIS	HOTEL PLAZA CRYSTAL ROOM
Tuesday Dec. 7 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW The Cotton Shop will present a luncheon showing of casual fashions for Resort and early Spring. Press by invitation. Public by reservation: contact: PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Dec. 7 4:15 P.M.- 8:00 P.M. Champagne Dinner	PRESS FLIGHT TO PREVIEW "GOLDEN COMET WARDROBE" Air France will invite the press on a special flight to preview "A Golden Comet Wardrobe", styled by Bonwit Teller, showing resort and early Spring fashions. The flight will depart from Rendezvous Air France Departure Station at 4:15 P.M. and will return at 8:00 P.M. Champagne dinner will be served. Attendance by invitation only. Publicity for Air France: Ellis Reed, PL. 9-7000. Bonwit Teller Publ.: Carolyn Haight, EL. 5-6800.	AIR FRANCE; AND BONWIT TELLER	AIR FRANCE STATION 683 FIFTH AVENUE
Wednesday Dec. 8 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW I. Miller will present shoe and accessory fashions for resort wear during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horchler, BR. 9-2000. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	I. MILLER & SONS, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday Dec. 8 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Showing of dawn to dusk custom-order fashions, designed by Oleg Cassini. Press by invitation. Public by reservation, contact "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CASSINI-DARDICK (16 EAST 55TH ST.)	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 14 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Resort fashions by Frances Sider, which will be available at Franklin Simon, will be shown during luncheon. Press by invitation. Public by reservation; contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Frances Sider Publicity: Terry Mason, BR. 9-3790. Franklin Simon Publicity: Lenore Benson, WI. 7-9600. Ritz Publicity: Marion Morrison, PL. 3-4600.	FRANCES SIDER; & FRANKLIN SIMON	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Dec. 15 1:00 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW Russeks will present Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Dec. 25	CHRISTMAS DAY (Saturday)		
Jan. 1	NEW YEAR'S DAY (Saturday)		
Tuesday Jan. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Walter Florell will present his Spring Millinery to the press during breakfast. Attendance by invitation. Publ.: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD ST. SALON
Tuesday Jan. 4 4:30 P.M. Cocktails	SPRING MILLINERY PREVIEW FOR PRESS Millinery fashions for Spring by Mary Goodfellow will be presented to the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday Jan. 5 12:00 Noon Luncheon	PRESS SHOWING OF SPRING MILLINERY Presentation of Spring millinery by Madame Pauline. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MADAME PAULINE	6 EAST 53RD STREET SALON
Wednesday Jan. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING MILLINERY FASHIONS Laddie Northridge will present his Spring millinery to the New York press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 5 5:00 P.M.	PREVIEW: SPRING HOSIERY SHADES AND STYLES Bryans "January Thaw" Party. Attendance by invitation only. Publicity: Mary Williamson Hooker, Cecil & Presbrey, PL. 5-8200.	BEAUTIFUL BRYANS OF CHATTANOOGA	PARK LANE HOTEL PETIT SALON
Thursday Jan. 6 10:00 A.M. Breakfast	SPRING MILLINERY-- PRESS PREVIEW Press showing of Sally Victor's new millinery for Spring. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Tuesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW: NEW COTTON COLLECTION "Cottons Are in the Picture Again for 1949"-- new cotton collection by Jerry Parnis will be presented to the press at a cocktail party. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM



MUSIC...MOVIES...THEATRES...TELEVISION

- Friday  
Nov. 19  
8:00 P.M.-  
8:30 P.M.
- TELEVISION: "FASHIONS ON PARADE" STATION WABD, CHANNEL 5  
Musical comedy and fashion show, presenting fashions by Ceil Chapman, Sheila Lynn, Judy 'n Jill, Wilma, Ivel Furs, Dorian-Macksoud, Palter-DeLiso Shoes, Bienen-Davis handbags, Marvella Pearls and Gotham Hosiery, Fashion Coordinator and Commentator: Adelaide Hawley, Producer: Leon Roth. Director: Ray Nelson. Publicity: Herb Muschel, MU. 7-0272.
- Friday  
Nov. 19
- PREMIERE: "FIGHTER SQUADRON" (Movie) STRAND THEATRE, B'WAY & 47TH ST.  
Warner Bros. technicolor movie with Edmund O'Brien, Robert Stack, John Rodney, Henry Hull. About the 17th Fighter Squadron of the 3rd Fighter Group in England just before "D" day in Normandy. Written and produced by Seton I. Miller. Director: Raoul Walsh. Publicity: Eve Siegel, CI. 6-1000.
- Monday  
Nov. 22
- OPENING: "THE YOUNG AND FAIR" FULTON THEATRE, 46TH ST. WEST OF B'WAY  
Vinton Freedley, in association with Richard K. Krakeur, will present an all-girl cast in the story of life in a girls' finishing school. Cast: Frances Starr, Patricia Kirkland, Mercedes McCambridge and Lois Wheeler. Director: Harold Clurman. Sets: Paul Morrison. Publicity: Vinton Freedley, CI. 7-7150.
- Tuesday  
Nov. 23
- OPENING: "BLANCHE FURY" SUTTON THEATRE, 205 EAST 57TH STREET  
J. Arthur Rank-Cineguild Productions present the Eagle-Lion release of the technicolor film based on a novel by Joseph Shearing about the famous Rush murder trials. This is the second of the series of four films based on the Shearing novels. Starring Stewart Granger and Valerie Hobson. Director: Marc Allegret. Producer: Anthony Havelock-Allan. Sets: John Bryan. Costumes: Sophia Harris. Publicity: Maria Van Slyke, PL. 7-1600.
- Tuesday  
Nov. 23
- PREMIERE: "WHEN MY BABY SMILES AT ME" (Movie) ROXY THEATRE, 7TH AVE. & 50TH  
Twentieth-Century Fox presents a technicolor musical adapted from the Broadway hit "Burlesque". Starring Betty Grable and Dan Dailey with Jack Oakie, June Havoc, James Gleason. Director: Walter Lang. Producer: George Jessel. Costumes: Rene Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.
- Wednesday  
Nov. 24
- OPENING: "THE SILVER WHISTLE" BILTMORE THEATRE, 47TH ST. WEST OF B'WAY  
The Theatre Guild, under the supervision of Theresa Helburn and Lawrence Langner, presents Jose Ferrer in Robert McEnroe's play about adventures of a tramp. Cast includes Robert Carroll, George Matthews, William Lynn. Director: Paul Crabtree. Sets: Herbert Brodtkin. Costumes: Ernest Schrap. Publicity: Joseph Heidt, CO. 5-6180.
- Thursday  
Nov. 25
- PREMIERE: "HILLS OF HOME" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH  
Metro-Goldwyn-Mayer technicolor production starring Edmund Gwenn, Donald Crisp, Tom Drake and Lassie. The story of a doctor in a Scottish Glen and his troubles with the clansmen. Director: Fred M. Wilcox. Producer: Robert Sisk. Publicity: Herbert Crooker, LU. 2-2000.
- Thursday  
Nov. 25  
8:00 P.M.-  
9:00 P.M.
- TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL 11  
Program includes: "Glamour On A Budget", sponsored by A.S. Beck; "High Fashion Trends", with gowns by Andre d'Aulan; "Design For Living". Fashion Coord.: Kay Bardsley. Dir.: Dick Rose. Publ.: Clint Bolton, MU. 2-1234.